



City of New Britain

New Britain, Connecticut 06051

*"New Britain:
A City for
All People"*

NEW BRITAIN PARKS AND RECREATION DEPARTMENT

November 30, 2010

News Release

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Mayor Timothy T. Stewart, Commission Chairman Jamie A. Giantonio and Vice-Chairman Paul A. Shaker, Sr. announced that the **"The 2010 Benefits Are Endless..." Awards** will be presented at the Common Council Meeting at 7:30pm on Wednesday, December 8, 2010. The four (4) honored recipients this year are 1.) Teresa Mello, park landscaper; 2.) AmeriChoice by UnitedHealthcare, healthcare provider, presented to Marisol Alvarez, representative; 3.) New Britain Employees Community Services Association, presented to Donna Martin, board member and The Stanley Works, presented to Tim Perra, Director of Global Communications.

The winners for the 2010 **"Benefits Are Endless...Special Recognition Awards"** each have demonstrated through their contribution that New Britain Parks and Recreation Department is where the benefits are truly endless. The Awards are given to Individuals, agencies and businesses that enhance the endless benefits of parks and recreation in New Britain. The tribute began in 1984 as the **"Life. Be in it."** Awards, presented for improving the quality of life in New Britain. In 1998, the awards were re-named **"The Benefits Are Endless..."**, modeled after the national public relations marketing strategy of the same name that calls attention to the benefits provided by parks and recreation departments. The benefits to the City of New Britain fall into four major categories of daily life: individual, economic, community, and environmental.

Every year the Commission selects civic groups and individuals, private and/or non-profit, who have been instrumental in providing a service to this Department. The service may be in a monetary or equipment donation, volunteer hours or a combination of both. The winners for the **"2010 Benefits Are Endless...Special Recognition Awards"** were selected for this honor for their assistance in providing improved "quality of life" to New Britain residents.

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In 2008, **Teresa Mello** provided the creative genius and manual labor instrumental in landscaping the sign and entryway to Martha Hart Park. Landscaper Mello of Dreamscape Designs' made the dream she had for the Corbin Avenue Park a reality by planting a 15-ft by 20-ft garden at its entrance. In her desire to beautify the area and give back to her community, Teresa planted shrubs and perennials. Teresa mulches and maintains the garden throughout the year. She weeds and gives the garden just the proper bit of TLC to make it the neighborhoods' point of pride.

In 2010, Teresa again shared her gardening talents with the New Britain community by submitting a proposal to edge the Rose Gardens in Walnut Hill Park to create definition and a border for mulch. Labor and supervision were again provided at no cost.

Teresa Mello's inspiration, dedication, labor, commitment and financial contribution to the City of New Britain's Parks and Recreation Department make her, without a doubt, deserving of the Benefits are Endless Award 2010.

AmeriChoice by UnitedHealthcare was the Title Sponsor of the Grand Opening of Willow Street Park on Thursday, October 29, 2009. AmeriChoice by UnitedHealthcare, a Husky Charter Oak health plan, underwrote the park's opening festivities, including give-away treats of a hot dog, popcorn and beverage, for the first 500 in attendance. In sponsoring Willow Street Park events and the centrally located park, itself, AmeriChoice encourages people of all ages to enjoy the endless benefits of recreation it provides. Key outcomes and targeted goals of this masterpiece park are improved quality of life, increased community spirit and enhanced neighborhood pride.

Always a dedicated community supporter, AmeriChoice by UnitedHealthCare also boasts New Britain Youth Basketball League sponsorships and assistance for New Britain families and individuals in providing health plan at little or no cost. AmeriChoice by UnitedHealthCare's generous \$1250 financial assistance benefits the youngsters it serves as well as the world we all live in.

AmerChoice's concern for the health and welfare of New Britain Youth and commitment to serving the New Britain Community show them to be a true friend of New Britain Parks and Recreation. It is for these reasons that AmeriChoice by UnitedHealthCare is nominated for a 2010 Benefits Are Endless Award. **Marisol Alvarez**, representative, will accept the award.

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New Britain Employees Community Services Association has generously contributed to New Britain Parks and Recreation Department youth and adult programs a total of over \$3000 in the last 3 years. CSA's gifts provide many children with the opportunity to improve the quality of their lives through after summer camperships. The Every Kid Counts Elementary School Program and Exercise the Right Choice Middle School Program have benefited tremendously from their contributions, offering positive constructive alternatives and safe haven in the after school hours.

CSA has recently sponsored the Annual October Timeless Tales event at Fairview cemetery, helping to create an historical re-enactment of several of Fairview's well-known and lesser known residents.

In this particularly tough economic time, the magnanimous support of the New Britain Employees Community Services Association is indeed a great boost for city-sponsored youth programs. It is heartwarming to realize that through the generosity of organizations like the Community Services Association, New Britain youth can continue to take part in experiences they might not otherwise. New Britain Employees Community Services Association is most certainly a deserving candidate for a 2010 Benefits Are Endless Award. Donna Martin will accept the award.

The Stanley Works has continually displayed their civic-mindedness and generosity by being major supporters of community and fundraising programs run by the New Britain Parks and Recreation Department. Specifically, Stanley Works' Corporate Brand Marketing Department, led by Scott Bannell, has been a huge part of the advertising program at Veterans Memorial Stadium over the past 6 years in which the company has spent \$48,000. An integral part of advertising with the department calls for half of those proceeds to be donated to non-profit programs within New Britain. Since 2005, such entities that benefitted from the company's magnanimity include: New Britain Little League, Pope John Paul School, Friends of New Britain High Football, the New Britain High School Golden Hurricane Marching Band, and the Terrific Toys Program run by the New Britain Parks and Recreation Department.

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In 2009 and 2010, the Parks and Recreation Department had the good fortune to receive consecutive year \$1,000 donations from Stanley Works as Title Sponsor of *'Timeless Tales of Fairview Cemetery'*, a theatrical event about well-known and lesser-known New Britain historical figures who reside at Fairview. These charitable contributions, promoted by Tim Perra, helped offset the costs to pay the large number of actors, and overhead expenses of the comprehensive production. Proceeds will go towards the renovation of Erwin Chapel at Fairview.

In the summer of 2010, Stanley Works also donated \$10,000 to assist in the restoration of the Walnut Hill Park Rose Garden. The Rose Garden is a source of strength for the New Britain community, continuing the revitalization of Downtown, adding prominence to Walnut Hill Park and, it is hoped, achieving national recognition status.

Stanley Works distinguishes itself as a benefactor whose contribution to the Parks and Recreation Department enhances the quality of life for all New Britain residents. Stanley Works is truly a deserving candidate for a 2010 Benefits Are Endless Award.

A reception for award winners and their guests will take place prior to the awards ceremony in the Parks and Recreation Office, Room 302. Refreshments will be served and winners photographed with Mayor Timothy T. Stewart and Commission Chairman Jamie A. Giantonio for the New Britain Parks and Recreation Department 'Wall of Fame'.

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